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Statifacts

Duane Pearsall

Statitrol Corporation

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STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

NOV.-DEC. 1976

DUANE speaks for BUSINESS... borrow his talent for your town!

Anyone actively in business in the United States today recognizes that many changes have occurred through our legislative process, creating hardships on all business, and specifically on small business. Having received the Small Business Award, I have been requested to make speeches to a variety of organizations, emphasizing the importance of small business in America.

Most of our representatives and distributors are small business. Should you need a speaker for any organization event with 50 or more persons attending, and if my schedule will allow, I will accept an invitation.

Attached here is a condensation of a recent speech, as reprinted from the November 1976 Metro Denver, a publication of the Denver Chamber of Commerce. The speech was titled "Misguided Legislation Killing Small Business."

A typical speech also includes a brief description of our company and its progress, as well as an overview of developments in the fire protection industry.

The purpose of this offer is to fulfill a commitment to the Small Business Administration during this year ending May, 1977, and at the same time to help in your sales efforts.

An obvious further advantage, of course, is an opportunity for us to get better acquainted.

"Our government is destroying the creative strength of America through misguided legislation that is killing small business," according to Duane Pearsall, 1975 national Small Businessman of the Year.

Pearsall is president and founder of Statitrol Corp., a Denver based manufacturer of smoke detection devices. His remarks came as part of an address on "Small Business — A Sleeping Political Giant," given at the October 5 meeting of the Denver Chamber of Commerce Small Business Council.

Pearsall was sharply critical of OSHA, the Environmental Protection Act, Warranty Reform Act and Pension Reform Act for creating "a back-breaking burden of regulations and government paper work." He termed OSHA tactics "not unlike those of a police state."

Recognizing that, in each case, the legislation was designed to protect employees and consumers and to regulate big business, Pearsall pointed out that their fullest impact is felt by small business. He cited a small consulting engineering firm spending some 25% of their work time on government paper work.

Nationally, there are approximately 9 million small businesses, which represent 95% of the total of all businesses. They employ over one-half of the employed population.

Pearsall called on small business to commit one-half of 1% of its pre-tax profit and 2% of its time to a political effort designed to make its voice heard and improve the economic well-being of America.

This, he stated, would result in a budget in excess of \$1 billion per year to support the state legislative

efforts of groups like the Denver Chamber of Commerce, and Colorado Association of Commerce and Industry, and federal legislative efforts of the National Federation of Independent Business, and the U. S. Chamber's new Center for Small Business.

The united efforts of its 18 million potential voters, said Pearsall, would give the small business sector political impact which "would overshadow any other organized group visible on the Washington scene today."

Pearsall outlined specific legislative programs to benefit small business and the entire economy, including a tax credit of \$5,000 for each new additional full-time employee of a firm up to a total credit of \$20,000. "Only 38% of all small businesses, adding one person each, is required to erase current involuntary employment," Pearsall stated.

He also suggested programs allowing investments in small business to be considered the same as depreciable assets with a five-year write off, and extending the guaranteed loan capability of the Small Business Administration to supply "bridge loans" to small business.

"Small business should be cherished, nurtured, protected and encouraged to grow," Pearsall emphasized. "Small business is the source of the overwhelming majority of new ideas and inventions from which new industries are born, and new markets developed, and small business should be supported by government as a partner in its progress."



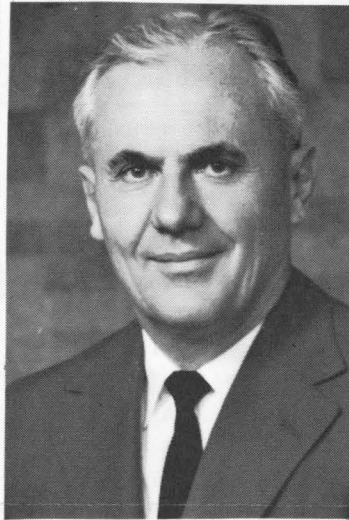
Reminder:

is your Christmas Discount Order in?



Note the fine display model used by Robert Ferro, our August/September Distributor of the Month. This photo arrived too late for that issue.

a friend in D.C.



Bancroft Fire Chief John DeJong has been granted a year's leave of absence to accept a post with the National Fire Prevention Control Administration in Washington, D.C.

Chief DeJong is a long-time friend of Statitrol, and has helped greatly to spread the word about smoke alarms.

Statitrol wishes Chief DeJong much success in his new post.



Reprinted from the October issue of Western Fire Journal. Anybody have a better act? Send us your photos.



RICHARD D. LAMM
GOVERNOR

October 7, 1976

Mr. Duane Pearsall
President
Statitrol Corporation
140 South Union
Denver, CO 80225

Dear Mr. Pearsall:

Although the initial shock of the flood is over and reconstruction is underway, it may be years before the impact of the Big Thompson Flood is fully realized.

However, there is one assessment that can be made now--an appraisal of the generosity shown by concerned citizens throughout the State.

I realize businesses are often called upon to participate in community services, but it was exemplary for your company to cancel its picnic and instead donate \$10,000 to the victims of the flood.

On behalf of the people of Colorado, thank you for your kind action during the Big Thompson Flood.

Sincerely,

Richard D. Lamm
Richard D. Lamm
Governor

A nice thank-you to Statitrol from the Colorado Governor, for our donation of our picnic funds to Big Thompson Flood victims.

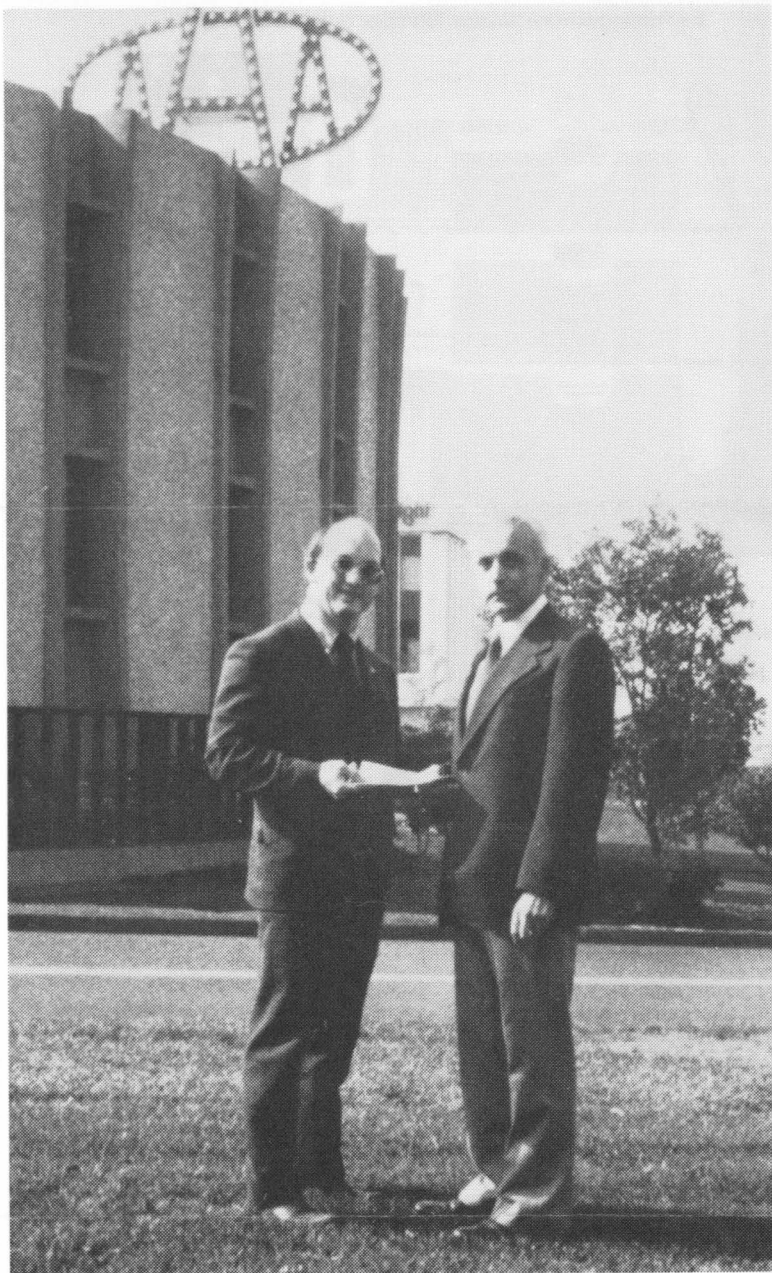
DISTRIBUTOR of the MONTH

Featured at right are Dennis Burke of the Cleveland, Ohio AAA Automobile Club, and Dan Kent of Safety Systems, Inc., 6868 Grandview Drive, Independence, Ohio 44131 (phone 216 524-4374).

Dan began as a "SmokeGard" distributor June 2, 1975, and has been working with employee programs almost exclusively. The October issue of the Ohio Motorist, the Cleveland AAA newsletter, headlines a membership campaign to sell "SmokeGard" alarms to all its members. This campaign represents about three months' work with the AAA organization. Dennis Burke of AAA is proud of his membership's trust in their club, and it was imperative that he offer them the best in quality and reputation. Price, while important, was secondary to quality.

He also wanted to work with a representative who was knowledgeable and qualified in the area of fire technology in general (not just smoke alarms), and Dan Kent led the bill.

The program has been made available to the 300,000 members of the Cleveland AAA Club. Display samples were available at all 13 Cleveland club offices, so members could see how they worked. The story, which begins on the front page of the Ohio Motorist, describes the product's special features, and includes a mail order blank.



Reproduced at left is one of two photos in the Ohio Motorist, showing Miss Cathi Winter, secretary in the club's Administrative Offices, attaching a "SmokeGard" alarm to the ceiling.

Dan Kent and the AAA are to be congratulated on working out this outstanding group program. And we thank Mr. Dennis Burke of AAA for his help in furnishing us with the photo above, and the newsletter story, from which we clipped the photo of Miss Winter.

ADvantages

Evaluating smoke alarms. Number one of a series.



What is "Every-Level protection"?



SmokeGard

Early Warning Smoke Alarms

By

STATITROL

Better Fire Defense Products Worldwide

140 South Union Boulevard
Lakewood, Colorado 80228 (303) 986 1581

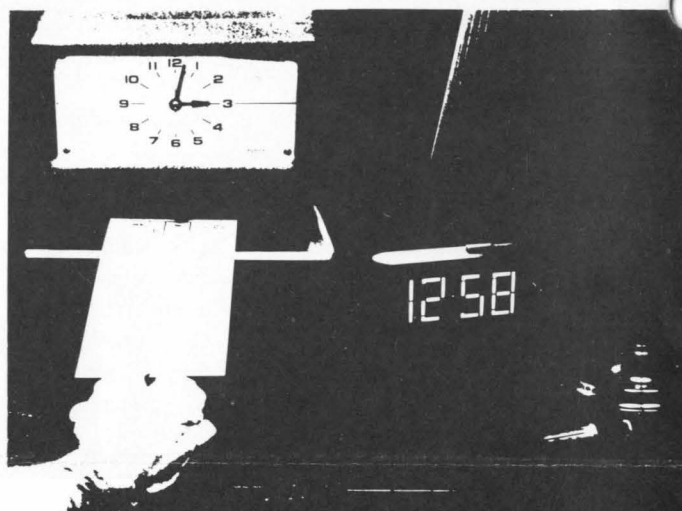
As an expert in protection, you know how vital an early warning can be, in terms of lives saved and in making your job simpler and safer.

Recent tests by the National Bureau of Standards, in cooperation with Underwriters' Laboratories and the Illinois Institute of Technology, revealed that with a smoke alarm installed on every habitable level of the residence **three minutes** of escape time were available in **86%** of their test fires! Think how many lives could be saved and how much earlier you'd be alerted.

The protection pioneers at Statitrol are recommending "Every-Level Protection" with SmokeGard® Early Warning Smoke Alarms. Write or call for more information about both.

This ad will appear in November issues of FIRE JOURNAL and FIREHOUSE, and in December issues of FIRE CHIEF and FIRE COMMAND.

Off-the-job fire safety. Number one of a series.



How can you protect your employees around the clock?



SmokeGard

Early Warning Smoke Alarms

By

STATITROL

Better Fire Defense Products Worldwide

140 South Union Boulevard
Lakewood, Colorado 80228 (303) 986 1581

You're doing all you can during time-clock hours. But how about those OFF-THE-JOB hours?

Hundreds of concerned companies now protect their employees (and their families!) through a professional Off-the-Job Safety Program by Statitrol, the protection pioneers.

Vital life-safety knowledge in an educational program, plus group savings on the priceless protection of SmokeGard® home smoke alarms and it won't cost you a cent. Isn't this just what you've been looking for?

Write or call today for our free brochure.

This ad will appear in November issues of NATIONAL SAFETY NEWS, OCCUPATIONAL HAZARDS and SAFETY PRODUCT NEWS, and in December issues of NATIONAL SAFETY NEWS and SAFETY JOURNAL.

STATITROL
140 SOUTH UNION BOULEVARD
LAKEWOOD, COLORADO 80228

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